



## Ten Strategies for Dynamic Communication

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## Ten Strategies for Dynamic Communication

*"We are what we repeatedly do. Excellence then, is not an act, but a habit."*

*Aristotle (384 BC - 322 BC)*

### 1. Enhance Your Executive Presence

Executive presence is a hard to define quality, but you know it when you see it. A person enters the room with confidence and holds everyone's attention for all the right reasons. In thinking about those who project strong executive presence, Dan Hesse (Sprint CEO), John Chambers (Cisco CEO) and Diane Sawyer (ABC World News anchor) come to mind. Their ability to build authentic connection with audiences has earned them trust and respect.

If you want others to perceive you as confident and credible, start by enhancing your executive presence. The good news is executive presence can be developed by practicing a set of competencies, behaviors and skills that when combined, send all the right signals.

What does your executive presence say about you?



John Chambers



Diane Sawyer



Dan Hesse

### 2. Eliminate Distracting Non-verbal Behaviors

You communicate with much more than your spoken words. In fact, your non-verbal behaviors – the way you sit, your tone of voice, how you enter the room, how close you stand, how much eye contact you make, the facial expressions you show, how well you listen – influence how others perceive you. Create a positive impression by shedding any distracting behaviors.

When is the last time you watched yourself on video to identify any self-sabotaging mannerisms that could undermine your professional credibility?

### 3. Speak with Purpose

A message without a specific request is a missed opportunity. Your presentation should build to a purposeful call-to-action aimed at your audience members. Help them to take action after your presentation. If you don't ask, you won't get.

#### 4. Adopt a Conversational Presentation Style

Ronald Reagan, a Hollywood actor-turned one of the most persuasive American Presidents of the twentieth century, became branded as “The Great Communicator.” His secret? As Commander in Chief, he drew upon skills forged during his acting career to develop a sincere and conversational presentation style that won the hearts and minds of the American public.



#### 5. Make It about Them – Not You

Do your homework. Before you develop your presentation, learn about the people in the room. What are their backgrounds? What point-of-view or subject bias do they bring to the conversation? What matters to them? Why are they there? By taking time to understand the unique needs and pain of your audience, you can deliver a personalized painkiller.

#### 6. Let an Outline Guide the Slide Deck

Develop a talking points outline to organize the substance and flow of your slide deck. Microsoft PowerPoint is a visual tool for the presentation that you, the presenter, will deliver. You are the focus of your presentation, not the PowerPoint. Preparing an outline first will not only serve as a roadmap for a compelling slide deck, but creates an organized flow of communication your audience can follow.

#### 7. Support Main Points with Relevant Stories

Personal stories are a powerful way to humanize data-driven content, highlight your experience and build an emotional connection with your audience. Your audience may quickly forget facts, but they will remember a story told with passion, conviction and authenticity. The best stories are the ones you own - drawn from your own personal experiences.

How many stories can you weave into your speech to support data-driven content?



## 8. Define and Build a Memorable Personal Brand to Stand Out

Whether you realize it or not, each of us has a personal brand. Your personal brand is defined by what others perceive of you. Let's call it "Brand You." They base their perception of Brand You on the actions and behaviors you show most consistently over time – whether positive or negative. Successful personal brand building is all about being authentic and consistent – both offline and online.

Oprah Winfrey is a great example of successful brand building and management. Staying true to her core values, Oprah has created her brand identity around her beliefs while attracting many loyal fans.

Build your brand on your own core values and remain consistent. Align a set of behaviors that you will show most consistently over time that earn respect and generate confidence in you. Rid yourself of any negative behaviors that dilute your brand value. Successful management of your personal brand is intentional, purposeful and requires planning.

Does your personal brand stand out and get you noticed in a positive way?



## 9. Communicate a Strong Value Proposition

A value proposition or "elevator pitch" is a clear and concise statement of the tangible business benefits you promise customers will receive from your products or services. It is delivered in thirty-seconds or less (the typical time it takes for an elevator ride). Your value proposition should appeal to customers' strongest decision-making drivers to convince them that your offering will deliver more value or better solve a problem than your competition.

Can members of your team deliver a consistent value proposition with passion?

## 10. Master Media Interviews with Confidence

The camera lens never lies. It sees every subtle change in your facial expression and knows when you are distracted – even for a moment. Befriend the camera. Visualize a friendly face looking back at you with eyes of love, acceptance and non-judgment. Embrace the moment. Relax and stay in control of your media interview.

**Want to know more? Reserve your free written presentation assessment today.**